



KNXV

ORDER

Print Date 09/24/12

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Flight Dates **09/25/12-10/01/12**

Contract / Revision **312237 /**

Original Date / Revision
09/24/12 09/24/12

Advertiser **Carmona / Democrat / US Se**

Agency **GMMB Inc**

Buying Contact

**1010 Wisconsin Avenue - Suite #80
Washington, DC 20007**

Product

Carmona for Arizona

Agency Com 15%

Billing Contact

**1010 Wisconsin Avenue - Suite #80
Washington, DC 20007**

Sales Office EWSDC

Sales Region NAT

Agency Ref 2

Order Sep 00:20:00

Estimate # **1855**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive

Dave Lombardo

Account Executive	Order%	Start Date	End Date
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Dave Lombardo	100%		
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Tanya Winscott	%		
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Order Share % Market Value

Competing Station	% of Order	Amount
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CABLE	%	
KASW	%	
KDRX	%	
KPHO	%	
KPNX	%	
KPPX	%	
KSAZ	%	
KTVK	%	
KTVW	%	
KUSK	%	
KUTP	%	
UNKWN	100%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
September 2012	63	\$23,668.25	\$27,845.00	0.00
October 2012	15	\$7,696.75	\$9,055.00	0.00
Totals	78	\$31,365.00	\$36,900.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
08/27/12	09/30/12	63	\$23,668.25	\$27,845.00
10/01/12	10/01/12	15	\$7,696.75	\$9,055.00

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KNXV	09/30/12	09/30/12	Sunday Prime D	CM	9pm-10pm	-----S	:30	1	\$1,500.00	P-6	0.00	NM	1	\$1,500.00
				Sunday Prime D											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/24/12	09/30/12	-----S			1		\$1,500.00		0.00				
N 2	KNXV	09/25/12	10/01/12	M-F 10-1035pm	CM	10pm-1035pm	MTWTF--	:30	4	\$850.00	P-3	0.00	NM	4	\$3,400.00
				10pm News											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/25/12	10/01/12	MTWTF--			4		\$850.00		0.00				



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Print Date: 09/24/12

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Contract / Revision **312237** Flight Dates **09/25/12-10/01/12**

Hiatus Dates

Original Date / Revision 09/24/12/ 09/24/12

Order Sep 00:20:00

Advertiser **Carmona / Democrat / US S** Product **Carmona for Arizona**

Estimate # **1855**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	KNXV	09/25/12	09/28/12	Nightline Nightline	CM	1035p-1102p / 113- TWTF--		:30	3	\$350.00	P-3	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	- TWTF--					3	\$350.00		0.00			
N 4	KNXV	09/29/12	09/29/12	SA 10-1035pm 10pm News	CM	10pm-1035pm	-----S-	:30	1	\$450.00	P-3	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-					1	\$450.00		0.00			
N 5	KNXV	09/30/12	09/30/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	-----S	:30	1	\$850.00	P-3	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$850.00		0.00			
N 6	KNXV	09/30/12	09/30/12	Sunday Prime C Sunday Prime C	CM	8pm-9pm	-----S	:30	1	\$2,500.00	P-6	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$2,500.00		0.00			
N 7	KNXV	09/29/12	09/29/12	NCAA Football Prime NCAA Football Prime	CM	Various	-----S-	:30	1	\$1,500.00	P-6	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-					1	\$1,500.00		0.00			
N 8	KNXV	09/27/12	09/27/12	Thursday Prime A Thursday Prime A	CM	7pm-8pm	---T---	:30	1	\$1,500.00	P-6	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	---T---					1	\$1,500.00		0.00			
N 9	KNXV	09/26/12	09/26/12	Wednesday Prime B Wednesday Prime B	CM	8pm-9pm	--W----	:30	1	\$3,500.00	P-6	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	--W----					1	\$3,500.00		0.00			
N 10	KNXV	10/01/12	10/01/12	Monday 7-9pm Monday Prime 7-9pm	CM	7pm-9pm	M-----	:30	1	\$5,000.00	P-6	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	M-----					1	\$5,000.00		0.00			
N 11	KNXV	09/25/12	10/01/12	M-F 630pm-7pm M-F 630pm-7pm	CM	630pm-7pm	MTWTF--	:30	4	\$500.00	P-6	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--					4	\$500.00		0.00			
N 12	KNXV	09/30/12	09/30/12	Su 5pm News SU 5pm-530pm News	CM	5pm-530pm	-----S	:30	1	\$200.00	P-6	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S					1	\$200.00		0.00			
N 13	KNXV	09/29/12	09/29/12	Sa 6pm News SA 6pm-630p	CM	6pm-630p	-----S-	:30	1	\$200.00	P-6	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-					1	\$200.00		0.00			
N 14	KNXV	09/25/12	10/01/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	MTWTF--	:30	4	\$500.00	P-3	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--					4	\$500.00		0.00			
N 15	KNXV	09/25/12	10/01/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	MTWTF--	:30	4	\$550.00	P-3	0.00	NM	4	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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Print Date: 09/24/12

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Contract / Revision **312237** Flight Dates **09/25/12-10/01/12**

Hiatus Dates

Original Date / Revision 09/24/12/ 09/24/12

Order Sep 00:20:00

Advertiser **Carmona / Democrat / US S** Product **Carmona for Arizona**

Estimate # **1855**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 15	KNXV	09/25/12	10/01/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	MTWTF--	:30	4	\$550.00	P-3	0.00	NM	4	\$2,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/25/12	10/01/12	MTWTF--	4		\$550.00		0.00						
N 16	KNXV	09/25/12	10/01/12	M-F 4pm-430pm 4PM News	CM	4pm-430pm	MTWTF--	:30	4	\$350.00	P-3	0.00	NM	4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/25/12	10/01/12	MTWTF--	4		\$350.00		0.00						
N 17	KNXV	09/25/12	10/01/12	M-F 430pm-5pm M-F 430pm-5pm	CM	430pm-5pm	MTWTF--	:30	5	\$150.00	P-6	0.00	NM	5	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/25/12	10/01/12	MTWTF--	5		\$150.00		0.00						
N 18	KNXV	09/25/12	10/01/12	M-F 3pm-4pm Katie	CM	3pm-4pm	MTWTF--	:30	4	\$150.00	P-6	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/25/12	10/01/12	MTWTF--	4		\$150.00		0.00						
N 19	KNXV	09/25/12	10/01/12	M-F 2pm-3pm General Hospital	CM	2pm-3pm	MTWTF--	:30	4	\$175.00	P-6	0.00	NM	4	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/25/12	10/01/12	MTWTF--	4		\$175.00		0.00						
N 20	KNXV	09/25/12	10/01/12	M-F 12pm-1pm The Chew	CM	12pm-1pm	MTWTF--	:30	4	\$150.00	P-6	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/25/12	10/01/12	MTWTF--	4		\$150.00		0.00						
N 21	KNXV	09/25/12	10/01/12	M-F 11am-12pm ABC15 News at 11AM	CM	11am-12pm	MTWTF--	:30	4	\$80.00	P-6	0.00	NM	4	\$320.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/25/12	10/01/12	MTWTF--	4		\$80.00		0.00						
N 22	KNXV	09/25/12	10/01/12	M-F 10am-11am The View	CM	10am-11am	MTWTF--	:30	4	\$300.00	P-6	0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/25/12	10/01/12	MTWTF--	4		\$300.00		0.00						
N 23	KNXV	09/25/12	10/01/12	M-F 9am-10am Sonoran Living	CM	9am-10am	MTWTF--	:30	4	\$75.00	P-6	0.00	NM	4	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/25/12	10/01/12	MTWTF--	4		\$75.00		0.00						
N 24	KNXV	09/30/12	09/30/12	Su 8-9am ABC This Week	CM	8-9am	-----S	:30	1	\$350.00	P-3	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-----S	1		\$350.00		0.00						
N 25	KNXV	09/29/12	09/29/12	Sa 6-7am GMA Sa 6-7am Good Morning	CM	6am-7am	-----S-	:30	1	\$50.00	P-6	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/24/12	09/30/12	-----S-	1		\$50.00		0.00						
N 26	KNXV	09/25/12	10/01/12	M-F 7-9am M-F 7-9am	CM	7am-9am	MTWTF--	:30	4	\$150.00	P-6	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/25/12	10/01/12	MTWTF--	4		\$150.00		0.00						
N 27	KNXV	09/25/12	10/01/12	M-F 6-7am M-F 6-7am	CM	6am-7am	MTWTF--	:30	4	\$150.00	P-6	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						



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Print Date: 09/24/12

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**KNXV-TV
PHOENIX**Contract / Revision **312237** Flight Dates **09/25/12-10/01/12**Hiatus DatesOriginal Date / Revision 09/24/12/ 09/24/12Order Sep 00:20:00Advertiser **Carmona / Democrat / US S** Product **Carmona for Arizona**Estimate # **1855**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N27	KNXV	09/25/12	10/01/12	M-F 6-7am M-F 6-7am	CM	6am-7am	MTWTF--	:30	4	\$150.00	P-6	0.00	NM	4	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--					4	\$150.00		0.00			
N28	KNXV	09/25/12	10/01/12	M-F 5-6am M-F 5-6am	CM	5am-6am	MTWTF--	:30	4	\$75.00	P-6	0.00	NM	4	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/25/12	10/01/12	MTWTF--					4	\$75.00		0.00			
N29	KNXV	09/29/12	09/29/12	Saturday Prime C Saturday Prime C	CM	9pm-10pm	-----S-	:30	1	\$1,230.00	P-3	0.00	NM	1	\$1,230.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-----S-					1	\$1,230.00		0.00			
N30	KNXV	09/25/12	09/28/12	M-F 430-5am M-F 430am News	CM	430-5am	-TWTF--	:30	1	\$50.00	P-3	0.00	NM	1	\$50.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/24/12	09/30/12	-TWTF--					1	\$50.00		0.00			
*Tax 1 Note: Tax 0.5%.													Totals	78	\$36,900.00

*Tax 1 Note: Tax 0.5%.